

Fail-Proof Your Business

with a Startup Squad

If you can't sell to those who already know you and are directly connected to you, you'll struggle to sell to strangers. The most successful business owners get really good at leaning on the people already in their life to help them build a business.

Who should be in your startup squad?

10-15 people made up of those who will cheer you on, help you spread the word, refer you and maybe even invest in your business, hire you or buy your products.

5 Ways to Identify Your Startup Squad

- ☐ Family
 - ☐ Friends
 - ☐ Industry Peers
 - ☐ Online communities
 - ☐ Offline communities
-
-
-

8 Ways to Involve Your Startup Squad

Talk about your new business

- In-person
- Texts (group threads)
- Social DMs (make it as personal as possible)
- Personal emails

Ask for ideas or help brainstorming

Ask for feedback (ideas, messaging, platforms, etc.)

Ask for referrals

Share launch details

Share struggles/challenges

Ask for social sharing

Ask for introductions